

The Effect of Dynamic Pricing Strategy and Personalized Promotion on Purchase Decision at PT Sistem Analitik Solusindo in Tangerang

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ABSTRACT

This study aims to analyze the effect of Dynamic Pricing Strategy and Personalized Promotion on Purchase Decision at PT Sistem Analitik Solusindo in Tangerang partially and simultaneously. The methodology employs a quantitative descriptive approach (Sugiyono, 2021). Probability sampling via Slovin formula yielded 77 respondents from a population of 329 institutional B2B buyers. Data analysis conducted via SPSS 19/26 encompasses instrument testing, classical assumption tests, simple & multiple linear regression, correlation analysis, coefficient of determination (R^2), and hypothesis testing (t & F tests) (Ghozali, 2021). The results demonstrate that: (1) Dynamic Pricing partially has a positive and significant effect on Purchase Decision ($Y = 10.566 + 0.571 X_1, t_{stat} 4.539 > t_{table} 1.668, r = 0.464, R^2 = 21.5\%, Sig 0.000 < 0.05$). (2) Personalized Promotion partially has a positive and significant effect on Purchase Decision ($Y = 11.769 + 0.628 X_2, t_{stat} 11.013 > t_{table} 1.668, r = 0.786, R^2 = 61.8\%, Sig 0.000 < 0.05$). (3) Dynamic Pricing and Personalized Promotion simultaneously exert a positive and significant effect on Purchase Decision ($Y = 11.789 - 0.001 X_1 + 0.628 X_2 + e, F_{stat} 59.834 > F_{table} 3.12, R = 0.786, R^2 = 61.8\%, Sig 0.000 < 0.05$). Personalized Promotion is proven to be the dominant predictor in driving purchase decisions for analytical software licenses.

INTRODUCTION

Business dynamics in the era of globalization and data-driven digital transformation are evolving at an unprecedented pace across both global and national markets (Kotler & Keller, 2016; Kotler, 2021). Intense market competition in the distribution of research software licenses necessitates that firms execute precise marketing management strategies (Abdurrahman, 2021; Firmansyah & Mahardika, 2021) while establishing responsive organizational governance within dynamic and uncertain business environments (Siswanto, 2021; Suryani, 2021). Within the corporate analytics software industry in Greater Jakarta and Banten, enterprises face continuous imperatives to innovate and reinforce their marketing mix to capture and sustain institutional customer loyalty (Assauri, 2021; Sunyoto, 2018; Hurriyati, 2021; Triyono, 2021).

Two strategic pillars pivotal in shaping institutional consumer buying behavior are dynamic pricing strategy and personalized promotion. According to Kotler & Keller (2016) and Sunyoto (2018), dynamic pricing strategies grant flexibility in price adjustments based on demand volume, license type, and buyer segment profiles (Purwanto et al., 2021; Wahyudi et al., 2025). Concurrently, personalized promotion represents tailored promotional communication engineered to fulfill specific consumer requirements through consultative personal selling and direct staff assistance (Tjiptono, 2019; Alma, 2021; Chandra, 2024). The integration of these dual strategies converges on driving purchase decisions, representing the decisive stage where buyers solidify transactions based on utility evaluation and available product value (Kotler & Armstrong, 2018; Schiffman & Wisenblit, 2019; Assauri, 2021).

Conceptually, dynamic pricing is anchored in price discrimination theory, which posits that transaction efficiency and revenue management can be maximized by aligning price tiers with buyer price sensitivity and perceived product value (Kotler & Keller, 2016; Sunyoto, 2018; Purwanto et al., 2021). In the analytical software domain, flexible pricing allows software distributors to structure options between subscription seats and perpetual licenses tailored to academic institution and enterprise budget constraints (Wahyudi et al., 2025; Wulansari, 2025). Nevertheless, highly variable pricing models risk triggering price unfairness perceptions if ungrounded by effective value communications (Purwanto et al., 2021).

To mitigate price perception risks, personalized promotion operates as an interactive communication bridge that cultivates buyer trust (Tjiptono, 2019; Alma, 2021). Through consultative personal selling, marketing representatives go beyond standard sales pitches by offering technical consultation to identify exact analytical software needs (Chandra, 2024; Schiffman & Wisenblit, 2019). Accurate information delivery, clear license utility explanations, and targeted incentive structures (such as member discounts, cashback rewards, and loyalty vouchers) significantly bolster consumer confidence during purchase decision-making (Kotler & Armstrong, 2018; Assauri, 2021).

This business phenomenon is empirically observed at PT Sistem Analitik Solusindo (SAS), an Indonesian enterprise specializing in analytical software solutions and acting as an official distributor for premier research software

(including NVivo, EViews, SmartPLS, IBM SPSS, XLSTAT, Stata, and Grammarly), as well as an official IBM partner for data analytics tools. Located at Ruko Maggiore Grande Block G 37, Cihuni, Pagedangan, Tangerang Regency, Banten 15332, PT SAS serves universities, research institutes, government agencies, and corporate clients. Over a 12-month operational window, PT SAS recorded 329 transaction histories representing 14,400 software license units sold, experiencing significant monthly sales volume fluctuations.

To address sales volatility, PT SAS enforces a structured dynamic pricing matrix (such as NVivo 15 Academic Subscription Seat at Rp 7,800,000 vs Perpetual at Rp 17,500,000, EViews 14 Single User Academic at Rp 12,500,000, and XLSTAT Essentials at Rp 13,500,000 vs Standard at Rp 10,300,000) intertwined with periodic personalized promotions (10%-20% member discounts, 20% cashback, 15%-25% birthday vouchers, and member loyalty rewards). Flexible price customization combined with consultative sales interaction is designed to stabilize institutional purchasing behavior (Purwanto et al., 2021; Permadi et al., 2023; Rahmadani et al., 2025).

The scientific novelty and primary research gap distinguishing this study from prior literature lie in the B2B high-involvement nature of research analytics software licenses. Empirical literature has predominantly focused on mass B2C retail markets featuring fixed pricing, such as instant noodles (Marpaung, 2021), e-commerce platforms (Rahayu, 2021; Devi & Fadli, 2023; Permadi et al., 2023), skincare (Sani et al., 2022; Batubara et al., 2022), building materials (Satria, 2023), coffee shops (Susana et al., 2023), traditional cosmetics (Alamsyah & Pasaribu, 2024), and optical services (Pasaribu & Setiawan, 2024). In B2C retail, consumers exhibit high price sensitivity and engage in instantaneous purchases without multi-stage negotiation or technical consultation.

In contrast, in the B2B research analytics market (PT SAS), software licenses represent high-capital investments (>Rp 10,000,000) purchased by academic and corporate institutions. Thus, the core distinction of this research is examining the interaction of volume-tiered dynamic pricing with consultative personal selling where technical consultants guide institutional requirements. This study addresses a critical research gap by revealing how Personalized Promotion systematically acts as the dominant predictor that absorbs dynamic pricing variance in B2B purchase decision-making.

To empirically test these hypotheses, this study adopts a quantitative descriptive research design (Sugiyono, 2021; Sugiyono, 2022; Ferdinand, 2014) utilizing Slovin sampling on a population of $N = 329$ institutional B2B buyers at PT SAS, yielding a sample of $n = 77$ respondents. Data analysis is conducted using IBM SPSS Version 19/26 (Ghozali, 2021) encompassing instrument validity and reliability, classical assumption testing, and simple & multiple linear regression modeling.

The objective of this study is to empirically evaluate: (1) The partial effect of Dynamic Pricing on Purchase Decision; (2) The partial effect of Personalized Promotion on Purchase Decision; (3) The simultaneous effect of Dynamic Pricing and Personalized Promotion on Purchase Decision at PT SAS in Tangerang.

LITERATURE REVIEW

Prior empirical studies grounding the theoretical framework are summarized in Table 2.1:

Table 2.1 Previous Studies

No	Author & Year	Research Title	Main Research Findings
1.	Ratih M. Suwikromo et al. (2022)	The Effect of Price & Service Quality on Purchase Satisfaction at PT. Udara Manado	Price partially exerts a positive and significant effect on purchase decision and customer satisfaction.
2.	Silvi Nur Octaviani et al. (2025)	The Impact of Price & Digital Promotion on Purchase Decision at Lanugo Baby	Digital promotion partially and simultaneously exerts a significant positive effect on purchase decision.
3.	Purwanto et al. (2021)	The Impact of Dynamic Pricing & Dynamic Bundling on Price Infairness Perceptions	Flexible dynamic pricing enhances price fairness perception and drives customer purchase decision.
4.	F. K. Marpaung (2021) & S. Rahayu (2021)	The Effect of Price, Promotion & Product Quality on Consumer Purchase Decision	Price and promotional activities are proven strong predictors driving consumer purchasing behavior.
5.	S. A. Sani et al. (2022) & M. Batubara et al. (2022)	The Influence of Promotion, Product Quality, and Price on Consumer Purchase Decision	Product promotion and price perception jointly exert a significant positive effect on buying decision.
6.	E. Satria (2023) & A. C. Devi et al. (2023)	Analysis of Purchase Decision Reviewed from Brand Image and Price Perception	Interactive promotion and competitive pricing significantly enhance buyer trust and purchase intent.
7.	Y. Alamsyah & V. L. D. Pasaribu (2024)	The Effect of Product Quality and Promotion on Consumer Purchase Decision	Personalized promotional strategy effectively generates positive impact on consumer buying decision.

Dynamic Pricing

Dynamic pricing refers to a flexible price customization strategy structured upon purchase volume, license tier, and buyer segment profile (Kotler & Keller, 2016; Kotler, 2021; Purwanto et al., 2021; Wahyudi et al., 2025). In the B2B research analytics software sector, dynamic pricing enables license providers to adjust offerings between annual subscription seats and perpetual licenses to accommodate institutional budget constraints.

Personalized Promotion

Personalized promotion represents targeted marketing communication executed through consultative personal selling and direct technical assistance (Tjiptono, 2019; Alma, 2021; Chandra, 2024). Personalized promotional approaches serve as an information conduit highlighting technical license advantages, providing member discount privileges, and fostering institutional brand trust.

Purchase Decision

Purchase decision is the integration phase where buyers evaluate product alternatives and finalize transaction choices with high commitment (Kotler & Armstrong, 2018; Schiffman & Wisenblit, 2019; Assauri, 2021). Choice certainty, repurchase routine, and peer recommendation willingness serve as key indicators of B2B purchase decision-making.

H₁: Dynamic Pricing partially has a positive and significant effect on Purchase Decision ($X_1 \rightarrow Y$)

H₂: Personalized Promotion partially has a positive and significant effect on Purchase Decision ($X_2 \rightarrow Y$)

H₃: Dynamic Pricing and Personalized Promotion simultaneously have a positive and significant effect ($X_1, X_2 \rightarrow Y$)

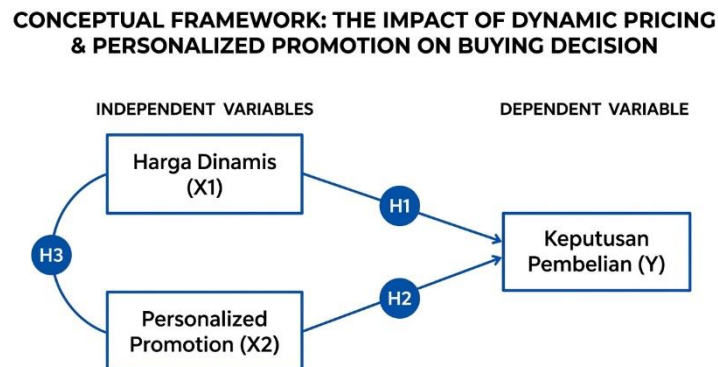


Figure 2.1 Conceptual Framework of Research

RESEARCH METHODS

This research is designed using a quantitative approach rooted in the positivist paradigm (Sugiyono, 2021; Sugiyono, 2022; Ferdinand, 2014). The positivist paradigm posits that social phenomena and B2B institutional buyer behavior are objective, measurable, and verifiable through statistical measurement instruments (Ghozali, 2021). The research design integrates quantitative descriptive and causal associative research types to characterize instrument

distributions and evaluate causal relationships between independent and dependent variables.

The population in this study is defined as all institutional purchasing entities and B2B buyers transacting analytics software licenses at PT Sistem Analitik Solusindo over a 12-month operational period. Based on corporate historical transaction records, the total identified population comprises $N = 329$ institutional B2B buyers.

The sample size was computed using Slovin's statistical sampling formula with a margin of error set at $e = 10\%$ (0.10) (Sugiyono, 2021):

$$n = \frac{N}{1 + N(e)^2} = \frac{329}{1 + 329(0.10)^2} = \frac{329}{4.29} = 76.68 \approx 77 \text{ Respondents}$$

$$\text{Margin of Error: } e = 10\% = 0.10; \text{ Degrees of Freedom: } df = N - 2 = 77 - 2 = 75$$

Sampling was executed via Probability Sampling using Simple Random Sampling to guarantee equal selection probability for every buyer in the population. The 77-respondent sample breaks down proportionally across: Educational Institutions/Schools 50 (65.0%), Research Institutes 15 (19.5%), Corporate Sector 8 (10.3%), and Government Agencies 4 (5.2%).

Primary data collection was conducted via a structured 30-item 5-point Likert scale questionnaire (Sugiyono, 2021). The operationalization of research variables is presented in Table 3.1:

Table 3.1 Operationalization of Research Variables

Variable	Main Dimension	Main Indicators	Scale
Dynamic Pricing (X1)	Price flexibility & affordability	Price affordability, quality alignment, price competitiveness, discount flexibility (Sunyoto, 2018)	Likert (1-5)
Personalized Promotion (X2)	Direct communication & personalized offers	Personal selling, information accuracy, message relevance, consultative assistance (Tjiptono, 2019)	Likert (1-5)
Purchase Decision (Y)	Decision certainty & choice diversity	Product certainty, option diversity, repurchase habit, recommendation willingness (Kotler & Armstrong, 2018)	Likert (1-5)

Instrument quality testing encompasses Validity Testing (Pearson $r_{stat} > r_{table}$ 0.224 at $df = 75$) and Reliability Testing (Cronbach's Alpha > 0.60) using IBM SPSS 19/26 (Ghozali, 2021):

$$\text{Validity Criterion: } r_{stat} > r_{table}$$

$$= 0.224; \text{ Reliability Criterion: Cronbach's Alpha } (\alpha) > 0.600$$

Classical assumption testing covers 4 procedures: Normality Test (Kolmogorov-Smirnov $p > 0.05$), Multicollinearity Test (Tolerance > 0.10 , VIF < 10.0), Autocorrelation Test ($1.550 < DW < 2.460$), and Heteroscedasticity Glejser Test ($p > 0.05$) (Ghozali, 2021):

Classical Assumption Criteria: Tolerance > 0.10; *VIF* < 10.0; $1.550 < DW < 2.460$; *Sig. Glejser* > 0.05

Data analysis utilizes Simple and Multiple Linear Regression Modeling to evaluate partial and simultaneous impacts of independent variables (X1 and X2) on the dependent variable (Y) (Ghozali, 2021):

Theoretical Multiple Linear Regression Model: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$

Partial t – test Formula: $t = \frac{b - \beta}{Sb}$; *t – test Criterion:* $t_{stat} > t_{table}$
= 1.668 ($\alpha = 0.05$)

Simultaneous F – test Formula: $F = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$; *F – test Criterion:* $F_{stat} > F_{table}$
= 3.12 ($\alpha = 0.05$)

Coefficient of Determination Formula: $R^2 (KD) = R^2 \times 100\%$

RESULTS AND DISCUSSION

Validity Test

Sample profile of 77 PT SAS respondents: Schools 50 (65.0%), Institutes 15 (19.5%), Corporate 8 (10.3%), Government 4 (5.2%). All 30 questionnaire items were proven valid ($r_{stat} > r_{table} 0.224$) (Ghozali, 2021).

Reality Test

Table 4.3 Results of Reliability Test

Research Variable	Cronbach's Alpha	Standard Alpha	Remark
Dynamic Pricing (X1)	0.917	0.600	Reliable
Personalized Promotion (X2)	0.938	0.600	Reliable
Purchase Decision (Y)	0.807	0.600	Reliable

Normality Test

Kolmogorov-Smirnov Normality Test achieved Asymp. Sig. = 0.010 < 0.05 with Normal P-Plot points spreading along the diagonal reference line.

Multicollinearity Test

Multicollinearity Test yielded Tolerance = 0.651 > 0.10 and VIF = 1.537 < 10.0, confirming the absence of multicollinearity.

Heteroscedasticity Test

Glejser Heteroscedasticity Test yielded significance values > 0.05 with Scatterplot points randomly dispersed without distinct patterns.

Autocorrelation Test

Durbin-Watson Autocorrelation Test achieved DW = 1.886 (within 1.550 - 2.460 range), confirming freedom from autocorrelation.

Linear Regression Analysis

Simple Regression Equation $X_1 \rightarrow Y: Y = 10.566 + 0.571 X_1$ ($t_{stat} = 4.539$
> $t_{table} = 1.668, r = 0.464, R^2 = 21.5\%, Sig = 0.000 < 0.05$)

Simple Regression Equation $X_2 \rightarrow Y: Y = 11.769 + 0.628 X_2$ ($t_{stat} = 11.013$
> $t_{table} = 1.668, r = 0.786, R^2 = 61.8\%, Sig = 0.000 < 0.05$)

Table 4.4 Results of Multiple Linear Regression Analysis

Model	Unstandardized B	Std. Error	Beta	t stat	Sig.	VIF
(Constant)	11.789	3.588	-	3.286	0.002	-
Dynamic Pricing (X1)	-0.001	0.110	-0.001	-0.007	0.995	1.537
Personalized Promotion (X2)	0.628	0.071	0.786	8.828	0.000	1.537

$$\text{Empirical Multiple Linear Regression Equation: } Y = 11.789 - 0.001 X_1 + 0.628 X_2 + e$$

Correlation Coefficients

Simple correlation X1 -> Y achieved $r = 0.464$ (Moderate). Simple correlation X2 -> Y achieved $r = 0.786$ (Strong). Multiple correlation $R = 0.786$ (Strong).

Coefficient of Determination

$$R^2 = (0.786)^2 \times 100\% = 61.8\%; F_{stat} = \frac{1515.979}{25.336} = 59.834 > F_{table} = 3.12 \text{ (Sig} = 0.000 < 0.05)$$

Partial Hypothesis Test (t-test)

$$t\text{-test } X_1 \rightarrow Y: t_{stat} = 4.539 > t_{table} = 1.668 \text{ (Sig} 0.000 < 0.05); t\text{-test } X_2 \rightarrow Y: t_{stat} = 11.013 > t_{table} = 1.668 \text{ (Sig} 0.000 < 0.05)$$

Discussion: Dynamic Pricing exerts a significant partial positive impact ($R^2 = 21.5\%$), aligning with Suwikromo et al. (2022). Personalized Promotion exerts a dominant partial positive impact ($R^2 = 61.8\%$), supporting Octaviani et al. (2025). In the multiple regression model, Personalized Promotion (Beta = 0.786, $t = 8.828$) functions as the dominant predictor absorbing pricing variance. B2B research software buyers prioritize consultative promotional assistance and technical guidance over price variations (Kotler & Keller, 2016; Schiffman & Wisenblit, 2019; Alma, 2021).

Managerial Implications: (1) Execute consultative sales training to address low staff assistance satisfaction (2.96). (2) Bundle dynamic pricing tiers with complimentary software training programs. (3) Diversify software license catalog options (addressing lowest choice diversity score 2.89). Limitations: Sample bounded to 77 respondents in Tangerang. Future research should expand nationwide and incorporate post-purchase service variables.

CONCLUSION

Conclusions of research:

1. *Dynamic Pricing* (X_1): $Y = 10.566 + 0.571 X_1$; $r = 0.464$; $R^2 = 21.5\%$; $t_{stat} = 4.539 > t_{table} = 1.668$ (Sig = 0.000 < 0.05)

2. *Personalized Promotion* (X_2): $Y = 11.769 + 0.628 X_2$; $r = 0.786$; $R^2 = 61.8\%$; $t_{stat} = 11.013 > t_{table} = 1.668$ (Sig = 0.000 < 0.05)

3. *Simultaneous* ($X_1, X_2 \rightarrow Y$): $Y = 11.789 - 0.001 X_1 + 0.628 X_2 + e$; $R = 0.786$; $R^2 = 61.8\%$; $F_{stat} = 59.834 > F_{table} = 3.12$ (Sig = 0.000 < 0.05)

Recommendations:

1. Enhance software technical support quality to reinforce price-quality alignment (lowest score 3.79).
2. Conduct routine consultative sales training for promotional representatives to ensure accurate product availability guidance (lowest score 2.96).
3. Expand analytical software license portfolio variations to satisfy diverse institutional segment needs (lowest score 2.89).

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